1. A method of making a fastener product having discrete regions of fastener element stems extending from a strip-form base, the method comprising:

providing a gap formed along a peripheral surface of a rotating mold roll, the mold roll having a plurality of cavities exposed about the peripheral surface;

introducing a sleeve to the gap, the sleeve positioned about the mold roll and covering selected ones of said plurality of cavities;

continuously introducing molten resin to the gap such that the resin forms at least a part of the strip-form base of the product at the peripheral mold roll surface and at least partially fills a plurality of the cavities to form fastener element stems as projections extending from the strip-form base, while the resin remains blocked from said selected ones by the sleeve;

solidifying the resin; and

stripping the solidified resin from the peripheral surface of the mold roll by pulling the projections from their respective cavities.

2. The method of claim 1, wherein the cavities are stem-shaped, the projections extending from the strip-form base to a stem top.

3. The method of claim 2, further comprising a step of deforming the stem tops to form loop-engaging on the projections.

4. The method of claim 1, wherein the cavities include a loop-engaging head shape, the projections formed from said cavities including a loop-engaging head.

5. The method of claim 1, wherein the sleeve has an aperture for exposing selected cavities for the formation of a discrete region of the fastener element stems.

6. A method of making a fastener product having an array of fastener element stems protruding from a longitudinally extending strip-form base, the fastener element stems being permanently bonded to the strip-form base in only discrete regions by way of a thermoplastic resin layer that is permanently bonded to the strip form base, the method comprising:

continuously introducing molten resin to a gap formed along a peripheral surface of a rotating mold roll, such that the resin at least partially fills an array of fixed cavities defined in the rotating mold roll to form fastener element stems projecting from a surface of the sheet-form base; while

continuously introducing a backing material to the molten resin while the resin is disposed in the gap, the backing material being selectively coated with a lamination barrier material to form coated areas and uncoated areas, the backing material being introduced under conditions selected to cause the material to become permanently bonded to the resin only in the uncoated areas;

solidifying the resin; and

stripping the solidified resin from the peripheral surface of the mold roll by pulling the fastener element stems from their respective cavities.

7. The method of claim 6, further including a step of cutting the solidified resin only along a transition line formed at an intersection of the coated areas and the uncoated areas while leaving the backing material intact.

8. The method of claim 7, further including a step of stripping the backing material away from unbonded solidified resin to leave discrete regions of fastener element stems permanently bonded to the backing material.

9. The method of claim 6, wherein the backing material is a printable cloth.

10. The method of claim 6, wherein the backing material is a nonwoven.

11. The method of claim 6, wherein the backing material is a plastic film.

12. The method of claim 6, wherein the lamination barrier material is one of an overprint varnish or an overprint ink.

13. The method of claim 6, wherein the fastener element stems are molded to have engaging heads.

14. The method of claim 6, further comprising a step of deforming tops of the fastener element stems to form engaging heads.

15. A method of making a fastener product having discrete regions of fastener element stems extending from a strip-form base, the method comprising:

providing a gap formed along a peripheral surface of a rotating mold roll, the mold roll having a plurality of cavities exposed about the peripheral surface;

introducing a barrier material to the gap, the barrier material covering selected ones of said plurality of cavities;

introducing resin to the gap such that the resin forms at least a part of the strip-form base of the product at the peripheral mold roll surface and at least partially fills a plurality of the cavities to form fastener element stems as projections extending from the strip-form base, while the resin remains blocked from said selected ones by the barrier material;

permanently bonding the barrier material to the resin to form part of the strip-form base;

solidifying the resin; and

stripping the solidified resin from the peripheral surface of the mold roll by pulling the projections from their respective cavities.

16. The method of claim 15, wherein an exposed portion of the barrier material is engageable by engaging heads of fastener elements.

17. The method of claim 15, wherein the barrier material comprises one of a fabric, a paper, or a film.

18. The method of claim 15, further comprising a step of deforming the stems to form loop-engaging heads.

19. The method of claim 15, wherein the cavities include a loop-engaging head shape, the projections formed from said cavities including a loop-engaging head.

20. A fastener product comprising:

a longitudinally extending strip-form base; and

a plurality of longitudinally discrete regions of fastener element stems carried by the strip-form base and disposed on a front surface thereof; and

a barrier material disposed on the front surface of the base and covering the base between discrete regions of fastener element stems.

21. The fastener product of claim 20, comprising a second base material forming a backing substrate (100).

22. The fastener product of claim 20, wherein the barrier material forms a lamination barrier.

23. The fastener product of claim 22, wherein the lamination barrier comprises one of an overprint varnish and an overprint ink.

24. The fastener product of claim 22, wherein the lamination barrier is applied to a second base material that forms a backing substrate.

25. The fastener product of claim 20, wherein the barrier material comprises one of a fabric, a paper, or a film.

26. The fastener product of claim 20, wherein the barrier material comprises a fabric with engageable loops.

27. The fastener product of claim 20, wherein the fastener element stems have engaging heads.

28. The fastener product of claim 27, wherein the engaging heads are molded substantially simultaneously with the fastener element stems.

29. The fastener product of claim 27, wherein the engaging heads are formed by a post-molding operation.

30. A fastener product comprising:

a plurality of longitudinally discrete regions of molded, hook-shaped fastener elements, each discrete region comprising an associated resin base from which molded, hook-shaped fastener elements extend that is secured to a backing material by an intermingling of the resin of the base with the backing material, wherein

each longitudinally discrete region is surrounded by an area of the backing material that is free of the resin.

31. The fastener product of claim 30, wherein the backing material comprises hook-engageable elements.

32. The fastener product of claim 31, wherein the backing material is selected from a group consisting of woven fabrics, nonwoven fabrics and knit fabrics.

33. A fastener product comprising:

a longitudinally continuous base formed of thermoplastic resin; and

a plurality of longitudinally discrete regions of fastener element stems integrally molded with and extending from a front surface of the base, the base having an exposed rear surface opposite the front surface from which the stems extend.

34. The fastener product of claim 33, wherein engaging heads extend longitudinally from the stems.

35. The fastener product of claim 34, wherein the engaging heads are molded with the stems.

36. The fastener product of claim 34, wherein the engaging heads are formed by a post-forming operation.